



*Photo: Local childcare providers attend a natural playgrounds tour of Humboldt County programs accompanied by keynote speaker Rusty Keeler.*

# **FIRST 5 HUMBOLDT**

## **LOCAL EVALUATION REPORT**

**July 2024 - June 2025**

**Prepared by**  
**First 5 Humboldt Evaluation Staff**

**October 2025**



## Table of Contents

<b>EVALUATION COMMITTEE MESSAGE</b>	<b>2</b>
<b>INTRODUCTION</b>	<b>3</b>
<b>FOCUS AREA 1: SYSTEMS CHANGE</b>	<b>6</b>
Objective 1.1: First 5 Humboldt builds and strengthens relationships with community partners to promote a shared vision and collective action focused on improving the lives of young children, their families, and their communities.	6
Objective 1.2: First 5 Humboldt collaborates with community partners and stakeholders to advocate for policies that promote the well-being of children and families.	8
<b>FOCUS AREA 2: CHILD AND FAMILY WELL-BEING</b>	<b>10</b>
Objective 2.1: Families have developmentally appropriate supports that strengthen their capacity to promote children's optimal development in safe and stable communities.	10
Objective 2.2: First 5 Humboldt will engage with communities to promote wellness for pregnant women, 0-5 age children, and their families.	18
<b>FOCUS AREA 3: PROFESSIONAL CAPACITY</b>	<b>22</b>
Objective 3.1: First 5 Humboldt promotes a professional workforce to serve and advocate for developmentally, culturally, and trauma-responsive practices.	22
<b>FOCUS AREA 4: COMMUNITY ENGAGEMENT</b>	<b>26</b>
Objective 4.1: First 5 Humboldt fosters public awareness of the role of the early years (0-5) in creating community well-being.	26
Objective 4.2: First 5 Humboldt engages community members in its decision-making process.	27
Objective 4.3: First 5 Humboldt raises community awareness regarding ACEs, trauma responsive care, and resiliency.	28
<b>EVALUATION RECOMMENDATIONS</b>	<b>30</b>
<b>APPENDIX A: FIRST 5 HUMBOLDT EVALUATION FRAMEWORK (2023)</b>	<b>32</b>
<b>APPENDIX B: FIRST 5 HUMBOLDT FUNDED PROGRAMS (July 2024 - June 2025)</b>	<b>35</b>
<b>APPENDIX C: METHODS</b>	<b>37</b>

# EVALUATION COMMITTEE MESSAGE

This evaluation report provides a comprehensive overview of First 5 Humboldt's work in the context of the 2020-2025 Strategic Plan goals in the areas of child and family well-being, professional capacity, community engagement, and systems change.

2024-25 saw more than 15,000 child visits to playgroups, more than 500 red folders with immigration supports shared by First 5 staff, and more than 20 professional development trainings conducted, all in partnership with more than 50 collaborating agencies. The evaluation results on satisfaction and training effectiveness are overwhelmingly positive.

This work continues within the context of a striking decline in tobacco tax revenue. When voters passed Proposition 10 in 1998, it was with the understanding that the tax on tobacco would not only fund the First 5 network of services but also that the tax would reduce tobacco use. A series of additional ballot measures have reduced tobacco sales even further. Fortunately for Californians' health, cigarette and other tobacco product use has plummeted. For First 5 Humboldt, that has meant a 41% decline in tobacco tax revenue over just the last four years. We have shifted our business model to increasingly rely on grants to provide services. The organization now faces very difficult decisions about which services can still be offered. This only highlights the need for a change in how young children and families are supported. California cannot continue to rely on variable and declining revenue streams to support necessary early childhood services.

Our systems change goal exemplifies our understanding that children and families thrive in interconnected and mutually supportive systems and communities. Whether in times of crisis or celebration, none of us reach our full potential without supportive connections with others. Like families, our organization could not do its work without our strong community partners, within a context of public policies that support families to varying degrees. Direct services are only one lever that we use to affect family well-being; public policy education and advocacy is another critical tool. In late 2024, First 5 Humboldt refreshed our "red folder" for families impacted by immigration-related issues. Through partnership with the North Coast Grantmaking Partnership, Humboldt County Department of Health and Human Services, Humboldt County Office of Education, Centro del Pueblo, and others, we were able to provide family preparedness plans. Through our partnered legislative advocacy, we supported several pieces of legislation that likewise addressed some of the issues facing families.

For many, 2025 became a year that seemed to portend many changes to services and supports that families depend on. First 5 Humboldt will continue to examine the data, feedback from families and partners, and look for the best ways to support our local children and families, working towards our vision that all children and families in Humboldt thrive.

With deep appreciation for the many volunteers that make up our community advisory committees and First 5 Humboldt Commission, and the community partners that make our programs possible,

First 5 Humboldt Fiscal and Evaluation Committee

Brian Davis   Nancy Frost   Lorey Keele   Michele Stephens  
Jeanne Vidad   Connie Sundberg   Susan Seaman   Kim Puckett

# INTRODUCTION

## **First 5 Humboldt's Vision:**

All Humboldt County children thrive in healthy, supportive, nurturing families and neighborhoods, enter school ready to learn, and become active participants in their communities.

This report summarizes First 5 (F5) Humboldt's work and progress towards implementing goals outlined in the First 5 Humboldt Strategic Plan. The structure of this report is guided by an Evaluation Framework (**Appendix A**), which identifies specific indicators associated with F5 Humboldt projects and programs. This report is organized around the four Focus Areas listed below.

**Focus Area 1 - Systems Change**

**Focus Area 2 - Child and Family Well-being**

**Focus Area 3 - Professional Capacity**

**Focus Area 4 - Community Engagement**

This report contains the results of First 5 Humboldt's evaluation activities conducted from July 1, 2024 to June 30, 2025. Evaluation results are presented according to the focus areas, the objectives under each focus area, the actions associated with each objective, and the indicators related to each action.

First 5 Humboldt funds a number of programs and activities as illustrated in Figure 1. These programs include Family Support Navigators, Playgroups, Library Programs, and grant-funded programs, among others. Specific activities and details on every F5 Humboldt funded program are not addressed in the main body of this report. This report focuses on the results of local evaluation activities related to indicators found in the Evaluation Framework, and on related data available from county and statewide sources. Some funded programs track indicators under multiple focus areas. For a brief description of each individual program funded during this time, please refer to **Appendix B**.

Additionally, two cross-cutting issues inform and apply to all the work of First 5 Humboldt:

**Preventing and Reducing Adverse Childhood Experiences (ACEs):** First 5 Humboldt seeks to prevent and reduce the incidence of ACEs and associated chronic stress in young children and to raise awareness of the long-lasting impacts of trauma in early childhood.



Throughout the report, the symbol to the left will indicate actions that are related to preventing and reducing ACEs.

**Diversity, Equity, and Inclusion:** First 5 Humboldt strives to be an anti-racist organization that actively promotes racial equity in recognition of the structural racism in our society today and our local and national history of racism and genocide. First 5 Humboldt affirms, welcomes, and values all children, youth, adults, and families in our community, honoring their experiences and identities.



Throughout the report, the symbol to the left will indicate actions that are related to diversity, equity, and inclusion.

Data presented in the report is collected from a variety of sources and data collection processes. For a description of data sources, data collection instruments and protocols, and data analysis procedures, please refer to the Methods section in **Appendix C**.

This report is presented to the Humboldt County Children and Families Commission and to the First 5 Humboldt Strategic Program Review Committee (SPRC). SPRC members use Local Evaluation Reports, individual program data and reports, their knowledge and expertise, and information about the program's administration and budget to make program recommendations to the Commission. The Commission uses the recommendations to:

- Acknowledge program leaders, partners, and communities for their achievements and support of First 5 Humboldt's vision.
- Provide guidance for improvements to existing fiscal sustainability efforts, systems change activities, and programs.
- Identify requirements for continued funding of existing programs as needed.
- Determine funding allocations for existing activities and programs within the budget decision-making process.

**Figure 1. First 5 Humboldt Strategic Plan Focus Areas**

<b>Focus Area 1: Systems Change</b>	<b>Focus Area 2: Child and Family Well-Being</b>	<b>Focus Area 3: Professional Capacity</b>	<b>Focus Area 4: Community Engagement</b>
<p><b>First 5 Humboldt activities that directly impact Focus Area 1 Indicators</b></p> <ul style="list-style-type: none"> <li>• Activities related to promoting strong, collaborative partnerships</li> <li>• Activities related to work to help ensure policies support young children and families</li> </ul> <p><b>First 5 Humboldt funded programs that directly impact Focus Area 1 indicators</b></p> <ul style="list-style-type: none"> <li>• Family Support Navigators</li> <li>• Home Visiting Coordination Grant</li> <li>• Library Partnership</li> <li>• Playgroups</li> <li>• Red Folder</li> <li>• Welcome Baby: Pathways to Resilience</li> </ul>	<p><b>First 5 Humboldt activities that directly impact Focus Area 2 Indicators</b></p> <ul style="list-style-type: none"> <li>• Activities that support the well-being of young children and their families through prevention and early intervention activities throughout Humboldt</li> </ul> <p><b>First 5 Humboldt funded programs that directly impact Focus Area 2 indicators</b></p> <ul style="list-style-type: none"> <li>• Family Support Navigators</li> <li>• IMPACT Program</li> <li>• Library Partnership</li> <li>• Playgroups</li> <li>• Red Folder</li> <li>• Welcome Baby: Pathways to Resilience</li> </ul>	<p><b>First 5 Humboldt activities that directly impact Focus Area 3 Indicators</b></p> <ul style="list-style-type: none"> <li>• Activities that build, support, and advocate for a professional workforce with the capacity to provide prevention and early intervention services to young children and their families</li> </ul> <p><b>First 5 Humboldt funded programs that directly impact Focus Area 3 indicators</b></p> <ul style="list-style-type: none"> <li>• Family Support Navigators</li> <li>• QCC: IMPACT and QRIS Programs</li> <li>• Vesper-supported Programs</li> <li>• Home Visiting Coordination Grant</li> <li>• Welcome Baby: Pathways to Resilience</li> </ul>	<p><b>First 5 Humboldt activities that directly impact Focus Area 4 Indicators</b></p> <ul style="list-style-type: none"> <li>• Activities related to promoting public awareness of the importance of early childhood</li> <li>• Activities related to engaging community members in the First 5 Humboldt decision making process</li> <li>• Activities related to educating the community</li> </ul> <p><b>First 5 Humboldt funded programs that directly impact Focus Area 4 indicators</b></p> <ul style="list-style-type: none"> <li>• Family Support Navigators</li> <li>• Library Partnership</li> <li>• Parenting Classes: Abriendo Puertas and Triple P Positive Parenting</li> <li>• Playgroups</li> <li>• Red Folder</li> <li>• Vesper-supported Programs</li> </ul>

# FOCUS AREA 1: SYSTEMS CHANGE

First 5 Humboldt advocates for policies, funding, and systems change that support and improve the lives of young children and their families.

**Objective 1.1: First 5 Humboldt builds and strengthens relationships with community partners to promote a shared vision and collective action focused on improving the lives of young children, their families, and their communities.**

Action 1.1.A: Broad engagement of F5H with diverse community partners to improve the lives of young children, their families, and their communities.



Indicator 1: Number of community groups, agencies, and initiatives partnered with/supported and activities undertaken.

From July 2024 through June 2025, First 5 Humboldt partnered with at least 69 agencies, groups, and collaborations to help bring about policy, funding, and system changes to improve the lives of young children and their families. Table 1 presents a list of the major partnerships and collaborations. Below are examples of program partnerships.

## Welcome Baby: Pathways to Resilience

The Welcome Baby: Pathways to Resilience grant was awarded by the Office of Child Abuse Prevention in July 2024, and has been built upon the work completed over the past five years through the sunsetted Road to Resilience grant. This program was developed to partner with K'ima:w Medical Center in Hoopa, United Indian Health Services Inc. clinics in Arcata/Eureka, Elk Valley and Weitchpec, Redwoods Rural Health Clinic in Redway, Open Door Community Health Centers, and Public Health Nurse Family Partnership to provide home visiting services to pregnant people and those who have recently given birth, with additional services for those at risk of or experiencing Substance Use Disorder.



During this reporting period, all program services were available at United Indian Health Services and Welcome Baby services were available with Public Health Nursing. Other partners are in the process of hiring staff for this program and preparing a training and onboarding plan.



## Children and Youth Behavioral Health Initiative

The Children and Youth Behavioral Health Initiative First 5 Humboldt Project: Family Roots: Nurturing Culture and Connection focused on expanding and augmenting Triple P Positive Parenting classes for Humboldt families. As part of the grant, F5H staff offered eight Triple P classes in partnership with multiple partners throughout the county, including Orleans Elementary School, Blue Lake Elementary School, Mattole Family Resource Center, Weitchpec Elementary School, the Gene Lucas Center in Fortuna, and a Spanish series with Paso a Paso.

**Table 1. First 5 Humboldt Partnerships and Collaborations July 2024 - June 2025**

<ul style="list-style-type: none"><li>• 0-8 Mental Health Collaborative</li><li>• North Edge Business Financing and Community Development</li><li>• Arcata United Methodist Church</li><li>• California Center for Rural Policy at Cal Poly Humboldt</li><li>• Cal Poly Humboldt, Child Development and Family Relationships Department</li><li>• Centro del Pueblo</li><li>• Changing Tides Family Services</li><li>• Child Abuse Prevention Coordinating Council</li><li>• Child Care Champions</li><li>• City of Arcata</li><li>• City of Blue Lake</li><li>• City of Fortuna</li><li>• ERV Community Center Foundation</li><li>• FFPSA Cross System Collaborative</li><li>• First 5 Association of California</li><li>• First 5 California</li><li>• First 5 Center for Children's Policy</li><li>• First 5 Butte, First 5 Napa, First 5 Shasta, First 5 Sonoma, and First 5 Tehama</li><li>• Hoopa Early Head Start</li><li>• Humboldt Area Foundation</li><li>• Humboldt County Board of Supervisors</li><li>• Humboldt County Department of Health and Human Services (DHHS)</li><li>• Humboldt County Library (Arcata, Blue Lake, Eureka, Ferndale, Fortuna, Garberville, Hoopa/Kim Yerton Memorial, Rio Dell, Trinidad, and Willow Creek)</li><li>• Humboldt County Office of Education</li><li>• Humboldt County Public Health Branch</li><li>• Humboldt Network for Family &amp; Community Resource Centers</li><li>• Jefferson Community Center</li></ul>	<ul style="list-style-type: none"><li>• K'ima:w Medical Center</li><li>• LiveWell Humboldt</li><li>• Loleta Community Resource Center</li><li>• Mattole Valley Family Resource Center</li><li>• McKinleyville Community Services District</li><li>• North Coast Grantmaking Partnership</li><li>• North Coast Health Information and Improvement Network</li><li>• California Office of Child Abuse Prevention</li><li>• Open Door Community Health Centers</li><li>• Orick School District</li><li>• Orleans Elementary School</li><li>• Paso a Paso</li><li>• Providence St. Joseph Hospital Eureka</li><li>• Quality Counts Humboldt Consortium</li><li>• Redwood Coast Montessori</li><li>• Redwood Coast Regional Center</li><li>• Redwood Community Action Agency</li><li>• Redwood Discovery Museum</li><li>• Redwoods Rural Health Center</li><li>• Salmon Creek Community School</li><li>• South Bay Family Resource Center</li><li>• Southern Humboldt Community Healthcare District</li><li>• Southern Humboldt Family Resource Center</li><li>• Southern Humboldt Unified School District</li><li>• The Center in McKinleyville</li><li>• Two Feathers Native American Services</li><li>• United Indian Health Services</li><li>• Vesper Society</li><li>• Willow Creek Community Resource Center</li><li>• Wiyot Tribe</li></ul>
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**Objective 1.2: First 5 Humboldt collaborates with community partners and stakeholders to advocate for policies that promote the well-being of children and families.**

Action 1.2.A: Engage with local governments, Tribal governments, community organizations, and the public to create a F5H policy agenda.



Indicator 1: List of policy makers engaged with, and activities undertaken to align public policies that support the well-being of children and their families.

The First 5 Humboldt Executive Director was appointed by Senate President pro Tem Mike McGuire to the Early Childhood Policy Council in November 2024. According to a press release by the Senator's office, "the Early Childhood Policy Council is one of the preeminent organizations in the State focused on all aspects of California's early childhood education system. The Council advises the Governor, Legislature, and State Superintendent of Public Instruction on early education policy and priorities."

The following are examples of policy and advocated events participated in by First 5 Humboldt:

1. August 2024, Letter written to the **First 5 California Chair** in support of First 5 California establishing a one-time, \$25 million Stabilization Fund for local First 5 County Commissions (First 5s). This fund would be available for First 5s that need near-term support to maintain critical local services and infrastructure to serve young children and their families. Public comment made August 22, 2024.
2. August 2024, Letter written to the **Assembly Appropriations Committee Chair** in support of Nurse Family Partnership (NFP) in their application for NFPx Expansion to open the program for multiparous clients (Multips) and/or Late Registrants in our community.
3. August 2024, Signed on to a letter cowritten by the MYCE 0-5 Coalition to **Governor Newsom** urging DHCS to submit a federal request for the current administration to review and approve the implementation of multi-year continuous Medi-Cal coverage for children ages 0-5 in order to preserve and protect children's Medi-Cal coverage.
4. December 2024, Letter to **Governor Newsom** urging the Governor to honor the Administration's commitment to rate increases for Medi-Cal services provided by CHW/P/Rs, effective January 1, 2025. These new rates – which were included as part of the FY 2024-25 state budget agreement negotiated between the Governor's office, the Legislature and a diverse group of California consumer stakeholders – establish CHWs as equal contributors alongside doulas, OB-GYNs, and other core members of the primary care team.
5. December 2024 - April 2025, Three presentations to **Arcata Rotary, Fortuna Kiwanis, and Humboldt County Board of Supervisors** on the California Early Childhood Policy Council.
6. January 2025, Letter written to the **First 5 California Commission** in support of the proposed First 5 Network Resilience Initiative, specifically regarding the \$3 million allocation for emergency, capacity building, and long-term sustainability efforts, with an important amendment request.

7. January 2025, Letter written to the **First 5 California Commission** in support of the F5CA Commission continuing to invest in the SPCFA program as it has for over two decades to provide a financial floor of support in order for California to have a statewide Network of First 5s.
8. February 2025, Statement to **Congressman Huffman** at Roundtable about impacts of federal funding freeze on Welcome Baby: Pathways to Resilience.
9. February 2025, Statement of alignment to **Congressman Huffman** between letter from Human Rights Campaign and First 5 Humboldt's current strategic plan, purpose, and vision.
10. May 2025, Letter to **Congressman Huffman** in response to Americorps cuts
11. May 2025, Letter to **Senator McGuire** in response to Americorps cuts
12. May 2025, Letter to **Senator McGuire, President pro Tempore** in opposition to the proposed elimination of \$20 million in annual funding for the Mental Health Wellness Act (MHWA) in the May revised budget. This cut would immediately cancel three critical initiatives already in motion, including the 0-5 maternal behavioral health initiative.
13. May 2025, Letter to the **Senate Budget and Fiscal Review Committee Chair, Senate Budget and Fiscal Review Committee Subcommittee on Health and Human Services Chair, Assembly Budget Committee Chair, Assembly Budget Committee Subcommittee on Health Chair** in opposition to the proposed elimination of \$20 million in annual funding for the Mental Health Wellness Act (MHWA) in the May revised budget. This cut would immediately cancel three critical initiatives already in motion, including the 0-5 maternal behavioral health initiative.
14. Correspondence to **Congressman Huffman** in appreciation for sign-on to the FY26 Investments in Early Learning and Care priorities.

Action 1.2.B: Develop local First 5 Humboldt-specific policy agenda.



*Indicator 1: Policy agenda be reviewed annually and updated as needed.*

A First 5 Humboldt Policy Agenda was drafted and reviewed by the Subcommittees of the Commission. This Policy Agenda was approved by the Commission in 2022.

## FOCUS AREA 2: CHILD AND FAMILY WELL-BEING

First 5 Humboldt supports the well-being of young children and their families through prevention and early intervention activities throughout Humboldt County.

**Objective 2.1: Families have developmentally appropriate supports that strengthen their capacity to promote children's optimal development in safe and stable communities.**

Action 2.1.A: Support programs that promote protective factors<sup>1</sup>, relational health, resilience, family strengthening principles, and primary prevention.



Quantitative data for the following indicators is primarily obtained from the annual playgroup participant survey and the biannual Humboldt County library patron survey. Both the library patron survey and the playgroup participant survey were conducted during Fall 2024.

The annual playgroup survey asks parents/caregivers how often they and their children attend playgroups, and which playgroup locations they attend, including frequency of attendance. The playgroup survey also asks parents/caregivers to give their opinions on the quality of playgroups, as well as provide input on how their experience can be improved. Examples of demographic questions within the playgroup survey include relationship to participating children, children's age range, insurance status for children, parent/caregiver race/ethnicity and age, among others.

Similar to the playgroup survey, the library patron survey has questions centered around how frequently parents/caregivers and their children visit the library and attend library programs, including which library locations they visit. It also captures parents' opinions regarding the quality of library provisions and programs, and how libraries could improve programming and family experiences. Several demographic questions are included, for example, number of children and their age range, and primary language spoken at home.



Photo: Family Support Navigators engage with children and caregivers during playgroup.

<sup>1</sup> View Figure 2 for a description of the Protective Factors.

**Figure 2. Strengthening Families Protective Factors Framework**

Strengthening Families™ is a research-informed approach to increase family strengths, enhance child development and reduce the likelihood of child abuse and neglect. It is based on engaging families, programs and communities in building five key protective factors:

**Parental resilience**

Managing stress and functioning well when faced with challenges, adversity and trauma

**Social connections**

Positive relationships that provide emotional, informational, instrumental and spiritual support

**Knowledge of parenting and child development**

Understanding child development and parenting strategies that support physical, cognitive, language, social and emotional development

**Concrete support in times of need**

Access to concrete support and services that address a family's needs and help minimize stress caused by challenges

**Social and emotional competence of children**

Family and child interactions that help children develop the ability to communicate clearly, recognize and regulate their emotions and establish and maintain relationships

At its heart, Strengthening Families is about how families are supported to build key protective factors that enable children to thrive. The five protective factors at the foundation of Strengthening Families also offer a framework for changes at the systems, policy and practice level – locally, statewide and nationally.

Center for the Study of Social Policy (2023). Retrieved from <https://cssp.org/our-work/projects/protective-factors-framework/>

*Indicator 1: Number of programs providing family-friendly services.*

All First 5 Humboldt-funded programs provide family-friendly services. From July 2024 through June 2025, the following programs below provided family-friendly services. See Graph 1 and Graph 2 for a breakdown of demographics of caregivers and children 0-5 served.

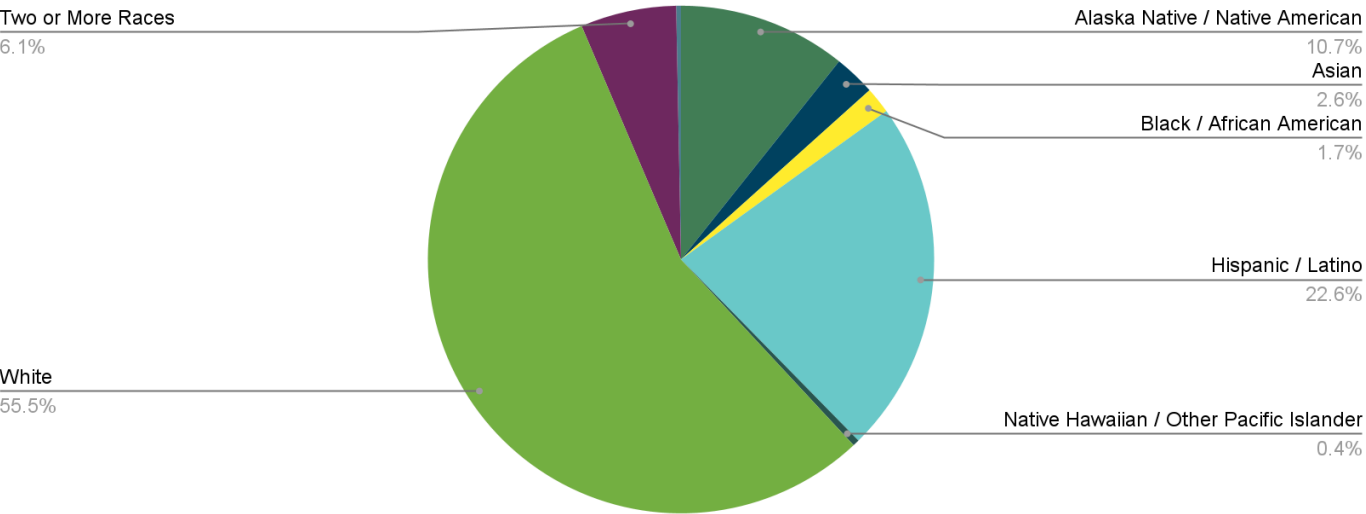
- Community Events coordinated by the Community Engagement Coordinator
- First 5 Humboldt Navigator support
- First 5 Humboldt Playgroups (23)
- Library Partnership
- Wiyot Tribe children and family grant program

Between July 2024 and June 2025, First 5 Humboldt participated in 13 community events, including Know Your Rights events for immigrant families, service provider roundtables, and two community baby showers. Examples of these activities include:

- Blooming Smiles Festival, May 19th, 2025: The first event in the 2025 Symposium series, the first Blooming Smiles Festival was held at the Jefferson Community Center Park. This event provided a space for the community to come together and create a positive association with the healthcare world. Families with young children gathered for a day of play and connection—and for many little ones, it was their very first dental visit. With help from the Open Door Dental Van, 29 children received wellness exams and KOHA (Kindergarten Oral Health Assessment) screenings, with nine referred for follow-up care. Families without a dental provider were able to enroll with Open Door on-site, and those without insurance received one-on-one support to connect with coverage. Services were offered in English and Spanish, and both Medi-Cal and private insurance were accepted—ensuring no child was turned away. Local partners including Smile Humboldt, CalFresh, SafeCare, Food for People, and others hosted interactive tables with engaging activities and valuable resources to support early childhood health and development.
- Humboldt Bay National Wildlife Refuge Family Hike, June 7th, 2025: At least 10 children under five and seven caregivers attended the family hike at the Humboldt Wildlife Refuge in Loleta. This bilingual event included a guided walk, binoculars for every child, and a nature scavenger hunt to spark curiosity and connection. These nature-based gatherings allow young children to experience joy, movement, and co-regulation in a shared space. See photos from the event below.

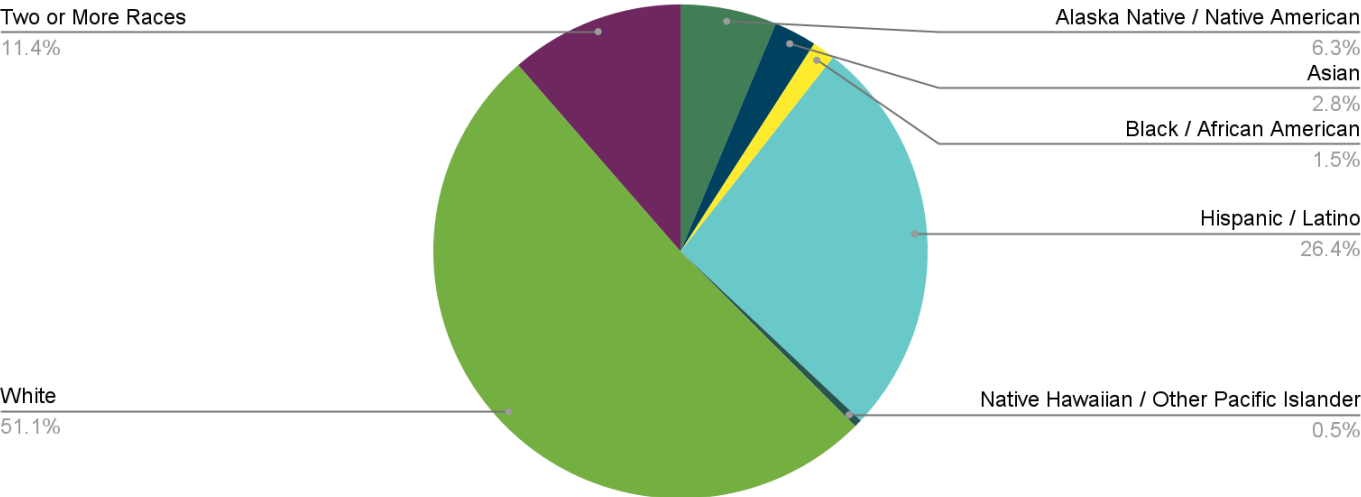


**Chart 1. Demographics of Children and Caregivers Served Through F5H Programs**



**Chart 2. Demographics of Humboldt County, age 0-17**

source: [www.kidsdata.org](http://www.kidsdata.org) (2025)



*Indicator 2: Number of programs promoting the Protective Factors.*

The following First 5 Humboldt programs and projects promote the Protective Factors:

- First 5 Humboldt Navigator support
- First 5 Humboldt playgroups (23)
- IMPACT program
- Library partnership
- Vesper Foundation funding for the Community Engagement Coordinator
- Welcome Baby: Pathways to Resilience
- Wiyot Tribe children and family grant program
- Red Folder project

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### **Feedback from Parents and Caregivers**

*-Quotes from Playgroup and Parenting Class Participants*

"First 5 playgroups are crucial to me as a stay at home mom. I attend playgroups 4-5x/wk. I previously had debilitating PPD and playgroups were a building block in my healing. Seeing, witnessing, and learning how to play and connect with my children has helped me bond, connect and be the more playful present mom I want to be for my kiddos. Thank you for giving me the gift of a playful & present motherhood journey."

"I find this playgroup realigns my family when we are struggling. The kindness of the facilitators reminds me to be kind!"

"My daughter is highly sensitive and slow to warm up to new situations and groups of people! Coming to playgroup has helped her be more comfortable around groups of kids."

"Estoy muy saifacha con la ensenanza y la amabilidad haci los ninos ya que tambien hay much respeto."

(I am very satisfied with the teaching and the kindness towards the children since there is also a lot of respect.)

"Because we live rurally and isolated, these playgroups have been the primary way my kids get socialization. We have benefitted from the friendships that have developed from this Playgroup."

"My older child didn't get into Head Start so this was one of her main socializations where she learned to play well with others before starting school. She continues to attend playgroup and now my young child is getting early exposure to playing with others in the same supportive setting. It also gives us space to be in community with other parents and feel supported. It is also a space for my children to learn/speak Karuk which I love."

"Ayuda en el aspecto emocional , tanto de los papás como de los niños"  
(Emotional support for both parents and children)



Table 2 shows the number of respondents that agree or strongly agree with the statement listed over the past two years using the Annual Playgroup Survey and Triple P Positive Parenting training evaluations, which are organized by Indicators 3 - 5 for Action 2.1.A.

**Table 2. Survey Results by Indicator**

	<b>2024 n=326</b>	2023 n=275
<i>Indicator 3: Percentage of families feeling more connected to other families</i>		
As a result of the services/activities that they have taken part in at playgroup:		
“My child and I are more connected to other children and adults.”	<b>93%</b>	92%
“My child has learned to feel more comfortable around other children.”	<b>94%</b>	92%
“Overall, this playgroup provides valuable support for me and my family.”	<b>98%</b>	97%
“Playgroup leaders help provide opportunities for me to meet and get to know other families.”	<b>97%</b>	93%
<i>Indicator 4: Percentage of parents reporting that they have someone they can talk to</i>		
“Playgroup leaders are respectful of my cultural traditions and values.”	<b>96%</b>	94%
“Staff members are welcoming and respectful.”	<b>99.7%</b>	97%
As a result of the services/activities that they have taken part in at playgroup, “I have someone I can talk with about my concerns and frustrations.”	<b>87%</b>	85%
<i>Indicator 5: Percentage of parents who say they feel that they deal better with parenting issues</i>		
As a result of the services/activities that they have taken part in at playgroup:		
“I have learned more about what skills/behaviors are typical for my child's age.”	<b>91%</b>	87%
“I have discovered new things about my child's strengths and/or needs.”	<b>89%</b>	89%
“I have learned more about what skills/behaviors are typical for my child's age.”	<b>91%</b>	87%
“I feel less stress.”	<b>86%</b>	88%
“I deal better with parenting issues.”	<b>81%</b>	79%
“I feel more supported as a parent.”	<b>93%</b>	90%
“This playgroup helps me understand healthy child and family development.”	<b>93%</b>	91%
“This class increased my confidence in my parenting knowledge and skills.” <sup>2</sup>	<b>98%</b>	n/a
“The session today gave me new ideas or skills to help with challenges I am facing.” <sup>3</sup>	<b>98%</b>	n/a

<sup>2,3</sup> Results from Triple P Positive Parenting training evaluations (8 3-part training series, n=45)

In Table 2, there were notable similarities between the past two surveys, which included the highest number of participants feeling like playgroup staff members are welcoming and respectful, and that the playgroup(s) they attend provides valuable support for them and their family. The only decrease between survey years is about feeling less stress as a result of playgroup, from 88% of respondents in 2023 to 81% in 2024. Given that the top four requested policy/issue areas for survey respondents were around connection/isolation, mental health access, basic needs/housing, and childcare affordability, this drop may indicate families experiencing higher levels of need. See Chart 3 to review the policy area responses.

*Indicator 6: Number of child/caregiver visits to playgroups*

Playgroups served at least 1,260 children and 1,334 parents/caregivers and other family members between July 2024 and June 2025<sup>3</sup>. Based on the duplicated counts reported by playgroups during this time, there were at least 15,142 playgroup visits from children, including 12,289 parents/caregivers and other family members, over 1,175 events. Examples of services provided to parents and children include:

- Providing a safe and engaging environment for children 0 - 5 years old
- Providing developmentally appropriate activities, including songs, circle time, library activities, and large motor games
- Providing resource and referral assistance to families as needed
- Providing opportunities for families to build connections with each other
- Providing individual Navigator support to playgroup families for specific needs

*Indicator 7: Number of families interacting with Navigators*

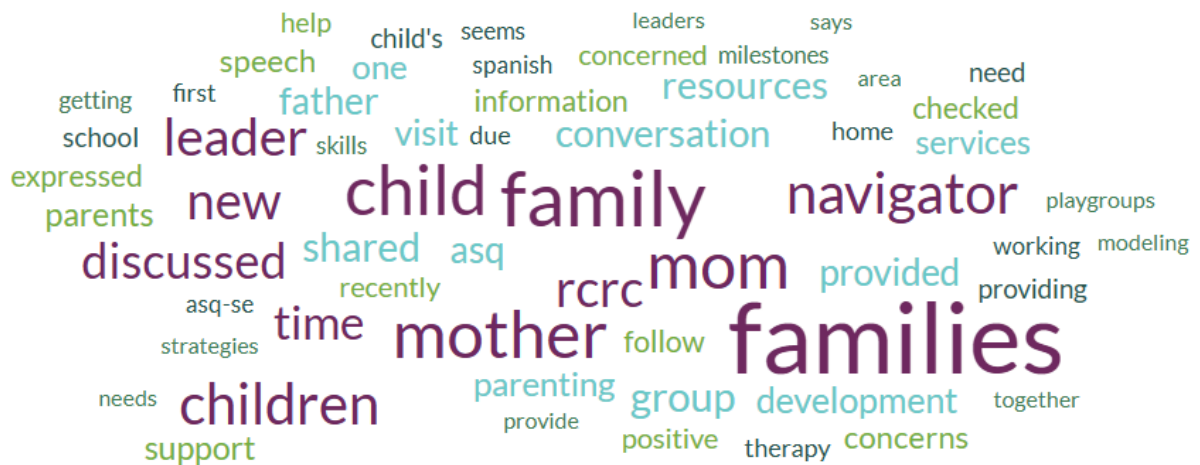
Navigators provided at least 1,638 instances of direct support with parents/caregivers over 201 events between July 2024 and June 2025.

Navigators provide support to families in all five areas of the Protective Factors. Examples include:

- Mental health support and referrals for caregivers experiencing postpartum depression and anxiety
- Providing resources for helping children and caregivers cope with incarcerated and absent parents
- Educating about child development and milestones, including support in navigating and referring to early intervention services
- Providing resources and support for domestic violence and home safety
- Building community between playgroup families through activities and conversation
- Supporting immigrant and non-English speaking families by providing resources and connection

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<sup>3</sup> Unduplicated counts account for all families that complete an annual family information form and attend during a fiscal year reporting period.



Indicator 8: Frequency with which parents/caregivers read to/with children

Indicator 9: Frequency with which parents/caregivers play music/sing songs with their 0-5 age children

Indicator 10: Number/percentage of parents/caregivers reporting the library is family friendly

Though results in 2023 only included the annual playgroup survey, results still indicate an increase in frequency of families with young children going to the library or book mobile.

*Indicator 11: Number of library branches offering activities focused on 0-5 age children and their families*

The main library branch in Eureka, the bookmobile, and the (10) branches around the county (Hoopa, Willow Creek, Blue Lake, Trinidad, McKinleyville, Arcata, Ferndale, Fortuna, Rio Dell, Garberville) all offer activities focused around 0-5 aged children and their families.

There were 642 events and activities offered through Humboldt County library branches from July 2024 through June 2025, which include:

- 471 Storytimes online and across all branches
- 46 Family Literacy Parties co-hosted with Humboldt Literacy Project across all branches with a total attendance of 1,737 people
- At least 67 outreach events and 41 special events, which included theme parties and performances. Special events had a total attendance of 4,371.
- 829 Children served through Leap to Literacy delivery service through 63 deliveries to 25 classrooms in 14 early childhood programs, including programs in Eureka, Fortuna, Hoopa, Orleans, Rio Dell, Redway, Ke'pel, and Arcata.

*Indicator 12: Percentage of children who are ready for school*

In 2012, the Humboldt County Office of Education (HCOE) developed the Kindergarten Screening Tool (KST) as part of the Core Growth platform to screen incoming Kindergarteners regarding their readiness for school. The KST measured children's readiness for school in four domains: Language/Literacy, Mathematics, Social-Emotional, and Self-Portrait, and compared data between children who had attended playgroup versus those who did not.

Due to the emergence of Transitional Kindergarten, HCOE discontinued the Core Growth platform at the end of the 2023-24 school year, and is currently not collecting TK/K progress report data.

**Objective 2.2: First 5 Humboldt will engage with communities to promote wellness for pregnant women, 0-5 age children, and their families.**

Action 2.2.A: Work with community partners to promote healthy pregnancies and family wellness.



*Indicator 1: Number of programs or projects that facilitate child and family referrals to appropriate programs and services*

All funded projects refer children and families to other appropriate programs and services as needed. From July 2024 through June 2025, there were 34 funded projects and programs through F5H. Referrals are encouraged through sharing of resources via meetings, interactions with Navigators, program implementation, printed materials, and training. During this reporting period, referrals came from 23 different playgroups and Welcome Baby: Pathways to Resilience.

Within playgroups, our Family Support Navigators provide crucial, tailored services, understanding that every family has unique needs. They share essential information like child development milestones and often collaborate with key partners like the Childhood Lead

Poisoning Prevention Program, Redwood Coast Regional Center, and Smile Humboldt. We have built strong alliances with Humboldt Domestic Violence Services, CalFresh, WIC, and Family Resource Centers (FRC), ensuring parents can easily connect with various local resources.

*Indicator 2: Number of programs or projects that promote developmental and trauma screenings for 0-5 age children, pregnant women, and their families*

All funded projects promote developmental screening by administering developmental and/or trauma screenings, and/or referring families to programs that administer those screenings. For example, the Welcome Baby: Pathways to Resilience program administers the 4P's Screening which screens for impacts of trauma around substance use and the PHQ-9 which screens for depression through intake to all clients in partner clinics.

Playgroups promote developmental and trauma screenings through Navigators. Based on Navigator TA support forms, parents and caregivers expressed concerns about language and speech development, social emotional development and concerns about stressors in the home, regulation strategies, and immigration concerns.

Navigators provided individual and universal screenings for playgroups. They also referred families to resources for basic needs to programs such as Food for People and Family Resource Centers, for further developmental screening and testing to Redwood Coast Regional Center, and for childcare services to agencies such as Changing Tides and Northcoast Children's Services. Events were also coordinated to increase opportunities for positive family experiences, such as music and field trips. Navigators ensured parents and caregivers understood a Navigator's role, and that Navigators would make sure to follow up with parents regarding questions or concerns. According to the 2024 Annual Playgroup Survey (n=322), 85% of respondents report being aware that the playgroup leader can refer to a First 5 Humboldt Family Support Navigator, who they can talk to about any questions they might have about their child's development and 68% report having talked with one of the First 5 Humboldt Family Support Navigators at their current playgroup.

First 5 Humboldt also offered one Ages and Stages Questionnaire (ASQ-3 and ASQ:SE-2) training between July 2024 and June 2025 to playgroup staff. A total of nine individuals were trained on how to use the screening, talk with families about developmental concerns, and refer to community resources. During this reporting period, Family Support Navigators facilitated 167 Ages and Stages developmental screenings for children 0-5 years old during playgroup.

### Help Me Grow Humboldt

The Help Me Grow (HMG) Humboldt Health and Family Support Navigator worked on developing the infrastructure for HMG in coordination with child and family serving partners. Two input sessions were held in December 2024, and a presentation was provided to Public Health nursing staff (which includes nine programs) on June 27 which was open to community partners. The Help Me Grow Humboldt website was developed and published, which will serve as a central resource for referrals, information, and support. Families and providers are able to submit referrals easily through this platform, ensuring seamless access to services. The program officially launched in June 2025.

### *Indicator 3: List of organizations/groups worked with, and activities undertaken*

Similar to years past, from July 2023 through June 2024, First 5 Humboldt programs worked to promote healthy pregnancies and family wellness.

#### Welcome Baby: Pathways to Resilience

The Welcome Baby: Pathways to Resilience grant from the Office of Child Abuse Prevention has been continuing to meet with partnering agencies to finalize subcontracts and work collaboratively to tailor this program for each individual organization's needs and capacity. During this reporting period, F5H created program documents, a program handbook, and workflows for our current partners and for the additional partnerships that will be formed through this county-wide initiative. This new program will increase access for all clients in the county in a no-wrong-door approach, allowing for an expansion of postpartum care and more intensive case management services for pregnant and parenting people in our community that have a history of substance use, including but not limited to tobacco, alcohol or cannabis.

The staff at United Indian Health attended a John Hopkins Family Spirit Home Visiting in-person training so that they can utilize this evidence-based model and the health education it provides when working with clients in the program.

#### Rural Counties Opioid Response Project

In September 2023, it was announced that Open Door received a federal grant: Rural Counties Opioid Response Project. The grant is intended to provide supports to respond to infants born with Neonatal Abstinence Syndrome (NAS), a significant challenge in Humboldt County. First 5 Humboldt is one of four grant partners, along with the McKinleyville Center's Guaranteed Income Pilot, Providence's Family Medicine Residency Program, and Cal Poly Humboldt's Social Work program. Most of the grant is designed to educate medical providers on how to respond to NAS. Open Door plans to use the existing case management system, plus the case management services available through the family resource center/McKinleyville Center, to support families with babies with NAS.

During this reporting period, F5 staff provided a 5-session Infant Massage course to families, in both English and Spanish, prioritizing families impacted by substance use disorder. Each session teaches the basics of the massage strokes and potential wellness benefits for baby, and also focuses on the overall positive impact Infant Massage can have on caregiver/baby attachment and caregiver efficacy, both vital components to support caregivers impacted by Substance Use. Six parents/caregivers attended the sessions.

#### Playgroup Family Support Navigation Services

Between July 2024 and June 2025, F5H provided Family Support Navigation services to families with children, 0-5 years old, for (23) playgroup partners throughout Humboldt County. These include family resource centers, parks and recreation programs, schools, and community-based organizations.

### Figure 3. Immigration Support and Response Resources: The Red Folder

First 5 Humboldt became the first organization in the region to create and share the Red Folder—a powerful, bilingual (English/Spanish) resource designed to support families navigating complex legal, medical, and emotional challenges.

The Red Folder offers tools such as emergency preparedness plans, instructions on reading warrants, guidance for talking to children about political fears, information about medical care regardless of immigration status, food access rights, and supportive materials for LGBTQ+ immigrant health. It also includes the “Care, Cope, Connect” guide to help caregivers support children through stress and trauma.

Since its revision in January 2025 through June 2025, eight presentations were been offered to the community to at least 135 providers and 80 parents/caregivers. In addition, over 569 folders have been distributed to at least 32 organizations, including Paso a Paso, CUNA, family resource centers, schools, Head Start, Food for People, Redwood Coast Regional Center, and the Department of Health and Human Services.

*“Many Spanish speaking Humboldt County families are currently experiencing increased stress and fear when they already experience difficulty navigating systems and getting needed information in their language. We have over a thousand employees in the Department of Health and Human Services, most of whom provide direct service to individuals, children and families. The Red Folder produced by First 5 is one of the primary tools used by our staff to provide critical information on a variety of topics to the Spanish speaking individuals and families they serve. It is a significantly invaluable support to a population that continues to experience inequities.”*

–Michelle Stevens, LCSW, Assistant Director  
Humboldt County Department of Health and Human Services



## FOCUS AREA 3: PROFESSIONAL CAPACITY

First 5 Humboldt builds, supports, and advocates for a professional workforce with the capacity to provide prevention and early intervention services to young children and their families.

**Objective 3.1: First 5 Humboldt promotes a professional workforce to serve and advocate for developmentally, culturally, and trauma-responsive practices.**

Action 3.1.A: Promote and provide training and technical assistance for professionals/ paraprofessionals/others working with 0-5 children, pregnant women, and their families.



First 5 Humboldt funds and coordinates trainings, workshops, and technical assistance (TA) for service providers to promote a skilled and stable workforce with the capacity to promote the optimal development of children.

*Indicator 1: Number of trainings and TA opportunities for professionals/paraprofessionals/ others working with addressing developmental, cultural, and trauma-responsiveness*

From July 2024 through June 2025, First 5 Humboldt completed 21 training sessions and a series of 18 Communities of Practice. Examples of training topics include, but are not limited to, Counting on Community Symposium events, Welcome Baby: Pathways to Resilience staff training, trauma-informed practices, and Ages and Stages Developmental Screening.

Table 3. First 5 Humboldt Training Opportunities (July 2024 through June 2025)		
Training Type	Total Trainings	Total Participants <sup>4</sup>
Community Resiliency Model	2	35
Counting on Community Symposium Series	2	78
IMPACT / Community of Practice	5 / 18	107 / 18
Parent Family Support (PFS) Program Trainings	3	63
Strengthening Families: Protective Factors	2	27
Welcome Baby: Pathways to Resilience	7	7

<sup>4</sup> Some providers attended more than one training.

- **Community Resiliency Model:** First 5 Humboldt provided a Community Resiliency Model training to 25 future professionals enrolled in the Redwood Coast K-16 Collaborative at Cal Poly Humboldt, and via zoom to representatives from Redwood Community Action Agency, Hoopa Early Head Start, Petrolia Family Resource Center, Kids in the Hive, Arcata Recreation District, Winzler Children's Center, and providers from Family childcare homes.
- **Counting on Community Symposium Series:** The Symposium events that occurred during this reporting period were the Childcare Yards Tour with Rusty Keeler and the event with Lumos Transforms. See the event highlights on the next page.
- **IMPACT:** First 5 Humboldt's Improve and Maximize Programs so All Children Thrive Program (IMPACT) is a quality improvement and professional development program for local childcare providers. Workforce trainings provided include 18 Community of Practice sessions with family childcare providers, 3 IMPACT Legacy Grant Professional Learning Community sessions, Online Introduction to the CA ECE Workforce Registry, 2 Introduction to Strengthening Families trainings, and Trauma-Informed Practices for early childhood educators.
- **Parent & Family Support Trainings:** First 5 Humboldt provided a total of 3 trainings to Parent and Family Support (PFS)-funded programs with a total of 63 attendees, which included (1) Ages and Stages developmental screening training to playgroup staff, and both a fall and spring biannual training for PFS program staff.
- **Strengthening Families: Protective Factors:** Strengthening Families: Protective Factors trainings were offered to Redwood Community Action Agency and to the Boys and Girls Club of the Redwoods.
- **Welcome Baby: Pathways to Resilience:** First 5 Humboldt provided onboarding technical assistance to the United Indian Health Services Tribal Public Health staff and the Perinatal Nurse Manager at Potawot Health Village and the Del Norte Tribal Public Health staff.

## Counting on Community Symposium Event Highlights

### Adventures in Outdoor Play: Childcare Yards Tour and Dinner with Rusty Keeler

We hosted world-renowned playground expert and risky play advocate Rusty Keeler, for a fully bilingual, multi-day visit to our childcare community in September. Rusty Keeler is a designer, author, and speaker with a unique sensitivity to the sights, sounds and experiences of childhood. We started with a consultation at the Hoopa Child Development Facility in Hoopa on Friday morning, September 14th. There he was met by the facility director, education director and several of the teachers to discuss play-yard possibilities, challenges and ideas. Since that consultation, the group has been exploring how to fund and implement their vision. That evening, Rusty joined about 40 childcare providers from centers and family child care homes all over the county for a dinner at the Jefferson Community Center in Eureka where he spoke about the joy and wonder of children exploring nature and testing their strength and skills by interacting with the natural world, including the many ways that childcare providers can foster exploration through the environments they create. Interaction with natural environments has been demonstrated to positively impact the nervous system and children's social-emotional regulation, a key issue identified by early childhood educators in our county. Emotional dysregulation is a risk factor impacting children's success in educational settings and has developmental and social impacts.

The next day, Rusty toured five separate childcare facilities along with First 5 staff and about 20 childcare providers. At each site, the owner or director gave us a tour and also highlighted areas where they specifically wanted support. Not only did Rusty share his expertise at each site, but the tour was a fantastic opportunity for idea sharing and networking. Childcare providers had ideas for each other, shared what they had tried or used at their own sites, and made new connections. All involved appeared energized, inspired, validated and excited to go back to their own sites and put some ideas into action.

### Keynote and Workshops by Lumos Transforms

On Friday, September 27th, 60 community members and service providers gathered for First 5 Humboldt's Annual Counting on Community Symposium, where we came together to connect and envision the transformation of systems supporting children and families in our community. Our goal was clear: To cultivate resilience, enhance community care, and forge a path toward a brighter tomorrow. This year's Symposium addressed critical issues impacting those who work in social services. Attendees included child care providers, playgroup leaders, parks and recreation department supervisors, child welfare case workers, home visitors, transitional housing case managers, public health administrators, university professors, home visitors, nurses, rape crisis workers, and behavioral health staff.



*Indicator 2: Number of professionals/paraprofessionals/others working with 0-5 age children, pregnant women, and their families attending trainings*

From January 2023 through June 2023, First 5 Humboldt completed 21 workforce training sessions and 18 Communities of Practice with an unduplicated total of at least 335 participants.

#### Community Health Worker Certifications

First 5 Humboldt signed an agreement with the local managed care plan, Partnership Health, to provide enhanced case management services to families and received a grant from Partnership to create needed infrastructure, specifically a database for tracking referral, client, and evaluation data, as well as support to start up a Help Me Grow-like central access point. During this reporting period, two of our Family Support Navigators completed a CHW Certification training series, one in English and one in Spanish, and the F5H Family and Child Support Services Associate Director attended the CHW Supervisor training.

#### IMPACT Legacy, QCC and QRIS-CSPP Grants

Quality Counts California: (QCC) is a statewide effort to strengthen California's early learning and care system to support young children and their families, which includes the coordination of four childcare Quality Improvement programs: the IMPACT Legacy grant, the California State Preschool Programs (CSPP) Quality Ratings & Improvement Systems (QRIS) block grant, the Workforce Pathways grant, and the Quality Counts California (QCC) grant. IMPACT Legacy is funded by First 5 CA and First 5 Humboldt oversees its administration. First 5 Humboldt also houses the Program Coordinator of the CSPP QRIS Block Grant, the IMPACT Legacy Grant, and the QCC grant. Changing Tides Family Services houses the Pathways Grant Advisor and holds the coaching contract for QRIS & QCC coaches. Both agencies work together to support the coaches who work in those grants. Below is a participant summary between July 2024 and June 2025.

- IMPACT: 33 individuals completed requirements to earn an IMPACT stipend and completed a total of 985 professional development hours.
- QRIS – CSPP: 2 programs were rated this year, both coming in at Tier 5 on the old Rating Matrix (Quality Continuum Framework). It is interesting to note that in the new rating system, using CLASS scores only, one of them would have been a Tier 4. There are now 11 CSPP programs participating in QRIS, with six (6) Tier 4 programs and five (5) Tier 5s.
- QIG: 27 Family Childcare Home Programs completed 956.75 hours of professional development and over 270 coaching hours to earn incentives this year.
- A total of 4318.75 hours of professional development, coaching, higher education, and other networking activities were tracked and verified for participants across all 4 QCC grants (includes Workforce Pathways), and they received a total of \$221,958 in either individual or program stipends paid directly to them for their use in improving or maintaining a high-quality childcare program.

## FOCUS AREA 4: COMMUNITY ENGAGEMENT

First 5 Humboldt promotes a community that understands and supports child and family well-being.

**Objective 4.1: First 5 Humboldt fosters public awareness of the role of the early years (0-5) in creating community well-being.**

Action 4.1.A: Develop a public awareness plan.



*Indicator 1: Public awareness plan developed*

First 5 Humboldt completed a detailed Communications Plan as part of their recent efforts to develop a new logo, website, and other branding work. That plan is now being implemented, and F5 continues to engage the public and raise awareness of the importance of supporting young children and families throughout the year. First 5 Humboldt utilized social media and local news outlets to reach families.

From July 2024 through June 2025, the work of First 5 was mentioned in at least eight local news stories, including press releases. Topics included the impact of the federal funding freeze, an introduction to the Nurturing Humboldt podcast, the Executive Director's appointment to the Early Childhood Policy Council, and the opening of the playgroup grant.

*Indicator 2: Number of social media and website hits/posts (number of likes and total reach)*

First 5 Humboldt strives to use social media to connect families with young children to support services available in the community, as well as educate the community on issues affecting young children and their families. At the end of this reporting cycle, First 5 Humboldt engaged

- Facebook: 17,800 reach and 2,363 followers
- Instagram: 1,200 reach and 231 followers
- Quarterly Newsletter via email: Four newsletters produced, average reach 365, average open rate 44%
- Telling Our Stories: The Nurturing Humboldt Podcast, first episode aired April 9, 2025: 212 listeners

*Indicator 3: Number of community meetings/town halls and number of attendees*

During this reporting period, F5H staff engaged in planning the first annual First 5 Humboldt and Welcome Baby Community Baby Shower held in July 2025. This included recruiting over 25 local agencies, outreach to families, and organizing interactive learning sessions on infant care, feeding, safety, development, and caregiver wellness.

**Objective 4.2: First 5 Humboldt engages community members in its decision-making process.**

Action 4.2.A: Engage community members on F5H subcommittees/advisory committees.



Indicator 1: Number of community members serving on F5H committees

First 5 Humboldt has community members on the Commission and the four standing advisory committees:

- Early Childhood Evaluation Committee
- Evaluation Committee
- Parent and Family Support Committee
- Fiscal Committee

In total, twenty-five community members and representatives from county agencies and organizations served as volunteers on the Commission and its committees at the time of this report and provided valuable outside experience and perspective to First 5 Humboldt decision making.

Action 4.2.B: Provide opportunities for community feedback on First 5 activities through focus groups, surveys, and similar methods.



Indicator 1: Number of feedback opportunities provided and results of feedback

First 5 Humboldt provided multiple opportunities for community feedback on First 5 activities, including input sessions for the 2025 - 2033 Strategic Plan, playgroup listening sessions, and the program surveys distributed annually in the fall.

Strategic Plan

First 5 Humboldt contracted with the California Center for Rural Policy (CCRP) at Cal Poly Humboldt to develop and implement a strategic planning process to create a 2025-2030 Strategic Plan for First 5 Humboldt. This strategic planning process is centered around promoting systems change, integration, and coordination for a child- and community-focused system of care. CCRP created a first draft of the Strategic Plan, which included input from the First 5 Humboldt Commission, staff, and community advisory group members. A hybrid public input session was facilitated after each of the first two drafts of the Strategic Plan and incorporated into each subsequent draft (January and March 2025). A third draft was presented to the Commission in April 2025, with the ability for additional input through public comment. The First 5 Humboldt Commission approved the 2025-30 Strategic Plan in June 2025 which will guide programming and activities over the next five years. Click [here](#) to read the Commission-approved 2025-30 Strategic Plan.

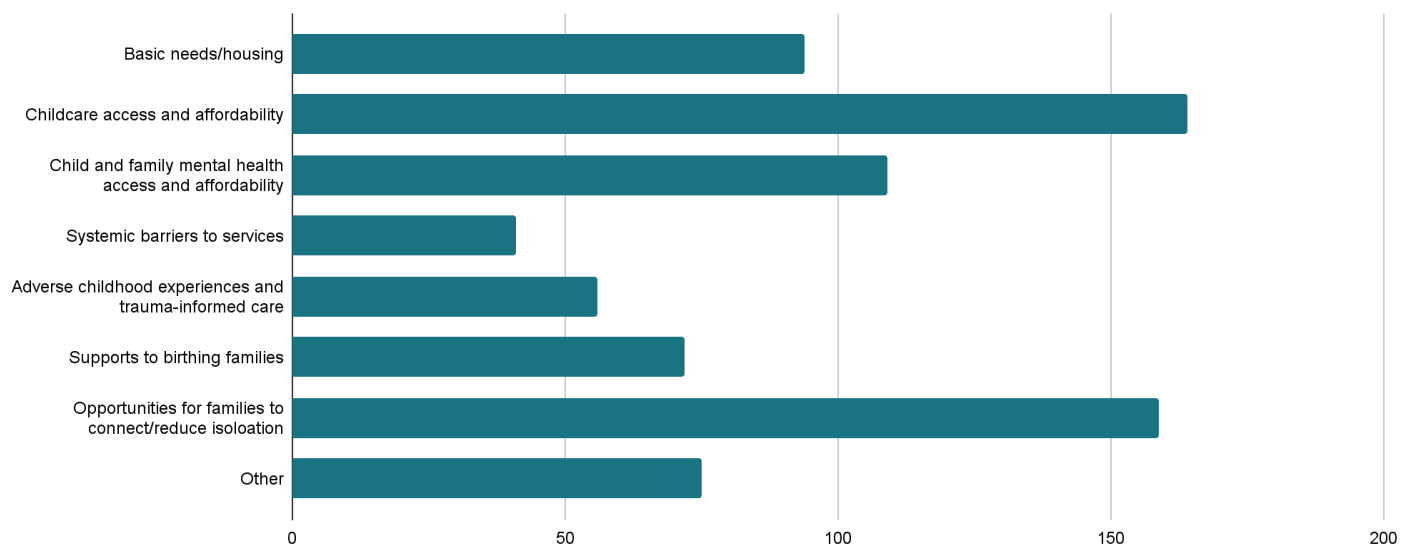
### Playgroup Listening Sessions

Two virtual listening sessions were offered to the public in February and March 2025, in English and Spanish to share concerns or questions about the changes in playgroup funding.

### Playgroup Survey

The annual playgroup survey was distributed to 23 playgroups, with 326 respondents. One question asked, "As funding for First 5 Humboldt has dropped steeply, we have put more focus on pushing policy changes at local and state levels to help families. What policy areas would you like to see us focus on?" See Chart 3 for responses (n=299). 92% (69/75) of Other stated parent education; other SAHM, free piles, diapers, food pantries, playgroups, "if I miscarry, will I have access to proper medical care, abortion?", and school choice/homeschool support for alternative families.

**Chart 3. What policy areas would you like to see us focus on? (n=299)**



**Objective 4.3: First 5 Humboldt raises community awareness regarding ACEs, trauma responsive care, and resiliency.**

Action 4.3.A: Offer educational opportunities focused on ACEs, trauma responsive care, and resiliency for community members.



*Indicator 1: Number of educational opportunities provided and number of people taking part*

From July 2024 through June 2025, the following programs offered educational opportunities to the community focused on ACEs, trauma responsive care, and resiliency:



- **Abriendo Puertas.** The F5H Family Support Team partnered with Paso a Paso to begin a virtual six-week parent support series, Abriendo Puertas. This 10-session curriculum is offered in Spanish and promotes school readiness, family well-being, and advocacy by addressing best practices in brain development, key aspects of early childhood development and many other areas of focus. This is the nation's first evidence-informed parent leadership and advocacy curriculum created by and for Latino parents who have children ages 0-5. An average of 22 attendees participated in the 10-week series.
- **Triple P Positive Parenting.** Five three-session series were offered in English to different regions around the county, including Blue Lake, Fortuna, Orleans, Petrolia, and online with a total attendance of 47 parents/caregivers. One series was offered in Spanish to 16 families in partnership with Paso a Paso.
- **Infant Massage:** One five-session Infant Massage series was offered to families through the McKinleyville Family Resource Center in English and Spanish. Six parents/caregivers attended the sessions with their infant.
- **Playgroups.** During this time, there were at least 15,142 playgroup visits from children, including 12,289 parents/caregivers and other family members, over 1,175 events. These are all opportunities for caregivers to connect with Family Support Navigators and build resiliency.

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### Quotes from Parenting Class Participants

"It's never too late for repair." - Triple P participant

"The training has been so informative and I love getting to connect with other moms in the community." - Infant Massage participant

"Gracias por tomarse el tiempo y ayudarme a mejorar como mamá." - Triple P participant  
*Thank you for taking the time to help me improve as a mom.*

"Un lugar seguro donde poder aprender de nuestras experiencias." - Triple P participant  
*A safe place to learn from our experiences*

"Learning that even though my schedule and routine is off the lil things like bedtime reading ... gave me hope." - Triple P participant

"En esta sección aprendí tanto sobre herramientas para guiar y apoyar a mis hijos.  
*In this section, I learned so much about tools to guide and support my children.*  
" - Abriendo Puertas participant

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Indicator 2: Percent of attendees reporting an increase in knowledge on pre/post evaluations of workshops

Training and workshop survey evaluation results indicate an increase in knowledge on pre-post training evaluations, see Graph 5. They also show that 82% of attendees found trainings to be extremely or very helpful., see Graph 6.

Chart 4. Knowledge Before and After Training (n=38)

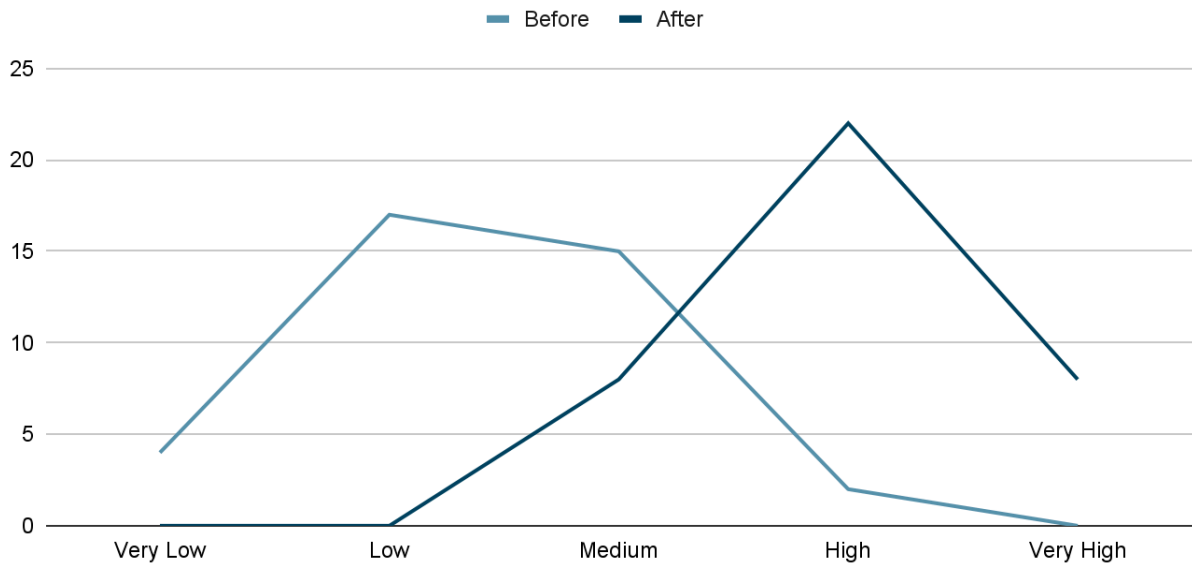
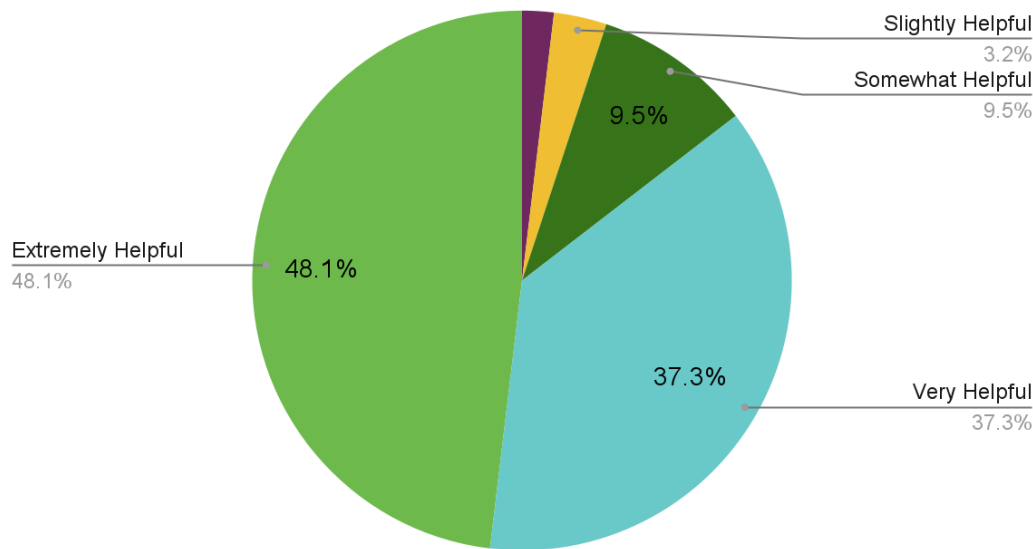


Chart 5. How helpful was the training? (n=164)



# EVALUATION RECOMMENDATIONS

## Programmatic

1. Continue to provide program specific recommendations through the SPRC process each spring.
2. Continue to work on effective outreach to and inclusion of Spanish speaking families, Native American families, and families with young children from historically marginalized communities. Ensure that outreach, inclusion, and program activities are culturally proficient by providing training and resources to staff, and by gathering input directly from families about their experiences with First 5 Humboldt funded programs.
3. Monitor the demographics of families served by playgroups (and other programs) relative to community wide demographics. Facilitate activities that solicit direct input and concrete data from families served by First 5 Humboldt, such as the playgroup participant and library patron surveys.
4. Monitor attendance counts for playgroups, utilize the first-time attendance form, and provide further evaluation of playgroups with low attendance.
5. Continually evaluate the best methods for collecting attendance data and first-time attendance information, and for gathering user input from playgroups.

## Evaluation Process

1. First 5 Humboldt will continue to conduct regular evaluation of Commission funded activities, as well as external grant-funded projects..
2. Explore simplification strategies for evaluation First 5 Humboldt Playgroups that still allow for the examination of the impact of Playgroups on parents/caregivers and children.
3. Revise and update Evaluation Framework, Actions, and Indicators in alignment with the new Strategic Plan to ensure continuous quality improvement of all First 5 Humboldt-funded programs.
4. Continue to collect numbers and ages of participants served through CLIF grants.
5. Continue to work on how best to evaluate First 5 Humboldt's collaborative partnerships, including exploring indicators to better measure partnership/collaboration, and meet the goals of the Strategic Plan.
6. Continue to work with other community groups/agencies to develop appropriate methods to share relevant data.
7. Review reporting guidelines, evaluation instruments, data collection procedures, and revise as appropriate.
8. Ensure continuity between program evaluations and create operational definitions for key words within the indicators for vague terms.
9. Identify processes using Apricot 360 to streamline training tracker and evaluation surveys.

# APPENDIX A: FIRST 5 HUMBOLDT EVALUATION FRAMEWORK (2023)

## EVALUATION FRAMEWORK 2023

Two cross-cutting issues inform and apply to all our work:



### Preventing and Reducing ACES (Adverse Childhood Experiences)

First 5 Humboldt seeks to prevent and reduce the incidence of ACES and associated chronic stress in young children, and to raise awareness of the long-lasting impacts of trauma in early childhood. Actions in this Strategic Plan relating to preventing and reducing ACES will be indicated with this icon.



### Diversity, Equity, and Inclusion

First 5 Humboldt strives to be an anti-racist organization that actively promotes racial equity in recognition of the structural racism in our society today and our local and national history of racism and genocide. First 5 Humboldt affirms, welcomes, and values all children, youth, adults, and families in our community, honoring their experiences and identities.

*Key: Programs named in orange type are programs receiving funding from First 5 Humboldt (F5H) that conduct activities that directly impact that indicator and may also be a source of data for that indicator. If a F5H funded program is listed in blue type that means the program or programs is/are collecting data for that indicator but might or might not be directly conducting activities that impact that indicator. Other non-First 5 Humboldt data sources are listed in purple type. Indicators for which F5H or a F5H in-house program is directly collecting data and/or conducting activities that directly impact the indicator will show F5H in green type after the indicator*

## Focus Area 1: Systems Change

First 5 Humboldt advocates for policies, funding, and systems change that support and improve the lives of young children and their families.

### Objective 1.1

First 5 Humboldt builds and strengthens relationships with community partners to promote a shared vision and collective action focused on improving the lives of young children, their families, and their communities.

**Action 1.1.A: Broad engagement of F5H with diverse community partners to improve the lives of young children, their families, and their communities.**

Indicator 1: # of community groups, agencies, and initiatives partnered with/supported and activities undertaken. **First 5 Humboldt (F5H), Home Visiting Grant**

### Objective 1.2

First 5 Humboldt collaborates with community partners and stakeholders to advocate for policies that promote the well-being of children and families.

**Action 1.2.A: Engage with local governments, tribal governments, community organizations, and the public to create a F5H policy agenda.**

Indicator 1: List of policy makers engaged with, and activities undertaken to align public policies that support the well-being of children and their families. **F5H**

**Action 1.2.B: Develop local First 5 Humboldt-specific policy agenda.**

Indicator 1: Policy agenda be reviewed annually and updated as needed. **F5H**

## Focus Area 2: Child and Family Well-being

First 5 Humboldt supports the well-being of young children and their families through prevention and early intervention activities throughout Humboldt County.

**Objective 2.1** Families have developmentally appropriate supports that strengthen their capacity to promote children's optimal development in safe and stable communities.

**Action 2.1.A: Support programs that promote protective factors, relational health, resilience, family strengthening principles, and primary prevention.**

Indicator 1: # of programs providing family-friendly services. **Playgroups (PG), Library Partnership (LP), Practice Grant- Open Door Community Health Centers (PC-ODCHC), Redwood Community Action Agency (RCAA), Navigators**

Indicator 2: # of programs promoting the Protective Factors. **PG, LP, PC-ODCHC, Navigators**

Indicator 3: % of families feeling more connected to other families. **PG**

Indicator 4: % of parents reporting that they have someone they can talk to. **PG, Navigators, California Health Interview Survey (CHIS)**

Indicator 5: % of parents who say they feel that they deal better with parenting issues. **PG, Navigators**

Indicator 6: # of child/caregiver visits to playgroups. **PG**

Indicator 7: # of families interacting with Navigators. **PG, Navigators**

Indicator 8: Frequency with which caregivers read to/with children. **PG, LP, CHIS**

Indicator 9: Frequency with which parents/caregivers play music/sing songs with their 0-5 age children. **PG, CHIS**

Indicator 10: #/% parents/caregivers reporting the library is family friendly. **PG, LP**

Indicator 11: # of library branches offering activities focused on 0-5 age children and their families. **LP**

Indicator 12: % of children who are ready for school. **PG, LP, KST (HCOE)**

### Objective 2.2

First 5 Humboldt will engage with communities to promote wellness for pregnant women, 0-5 age children, and their families.

**Action 2.2.A: Work with community partners to promote healthy pregnancies and family wellness.**

Indicator 1: # of programs or projects that facilitate child and family referrals to appropriate programs and services. **PG, PG-ODCHC, Navigators, Road to Resilience (RtR), Impact**

Indicator 2: # of program/projects that promote developmental and trauma screenings for 0-5 age children, pregnant women, and their families. **PG, PG-ODCHC Navigators, RtR, Impact**

Indicator 3: List of organizations/groups worked with and activities undertaken. **PG, RtR, Impact, F5H**

### **Focus Area 3: Professional Capacity**

First 5 Humboldt builds, supports, and advocates for a professional workforce with the capacity to provide prevention and early intervention services to young children and their families.

#### **Objective 3.1**

First 5 Humboldt promotes a professional workforce to serve and advocate for developmentally-, culturally-, and trauma-responsive practices.

**Action 3.1.A: Promote and provide training and technical assistance for professionals/paraprofessionals/others working with 0-5 age children, pregnant women, and their families.**

Indicator 1: # of trainings and TA opportunities for professionals/paraprofessionals/others working with addressing developmental-, cultural- and trauma-responsiveness. **F5H trainings, Navigators, Impact, Measure S, QRIS, Vesper, R4R**

Indicator 2: # of other professionals/paraprofessionals/others working with 0-5 age children, pregnant women, and their families attending trainings. **F5H trainings, Navigators, Impact, Measure S, QRIS, Vesper, R4R**

### **Focus Area 4: Community Engagement**

First 5 Humboldt promotes a community that understands and supports child and family well-being.

#### **Objective 4.1**

First 5 Humboldt fosters public awareness of the role of the early years (0-5) in creating community well-being.

**Action 4.1.A: Develop a public awareness plan.**

Indicator 1: Public awareness plan developed. **F5H**

Indicator 2: # social media and website hits/posts (# likes and total reach). **F5H**

Indicator 3: # of community meetings/town halls and # of attendees. **F5H**

#### **Objective 4.2**

First 5 Humboldt engages community members in its decision-making process.

**Action 4.2.A: Engage community members on F5H subcommittees/advisory committees.**

Indicator 1: # of community members serving on F5H committees. **F5H**

**Action 4.2.B: Provide opportunities for community feedback on First 5 activities through focus groups, surveys, and similar methods.**

Indicator 1: # of feedback opportunities provided and results of feedback. **F5H**

#### **Objective 4.3**

First 5 Humboldt raises community awareness regarding ACEs, trauma responsive care, and resiliency.

**Action 4.3.A: Offer educational opportunities focused on ACEs, trauma responsive care, and resiliency for community members.**

Indicator 1: # of educational opportunities provided and # of people/parents taking part. **F5H, Vesper, Triple P, Abriendo Puertas**

Indicator 2: % of attendees reporting an increase in knowledge on pre/post evaluations of workshops. **F5H, Vesper**

## **APPENDIX B: FIRST 5 HUMBOLDT FUNDED PROGRAMS (July 2024 - June 2025)**

<b>Organization</b>	<b>Program Name</b>	<b>Description</b>
City of Arcata	Arcata Play Center	Continuation of funding for playgroup activities for children aged 0-5 and their families at the Arcata Play Center.
City of Arcata	Arcata 0-1 Playgroup	Funding for playgroup activities specific to children aged 0-1 and their families.
Blue Lake Parks and Recreation	Blue Lake Playgroup	Continuation of funding for playgroup activities for children aged 0-5 and their families.
Southern Humboldt Unified School District	Casterlin Playgroup	Continuation of funding to support a playgroup for children aged 0-5 and their families.
Redwood Community Action Agency (RCAA)	RCAA Playgroup	Funding for providing playgroup activities for children aged 0-5 and their families in Transitional Housing.
Discovery Museum	Discovery Museum Playgroup	Continuation of funding for playgroup activities and programming for children aged 0-5 and providing scholarships to children from economically disadvantaged families.
Pine Hill School	Eureka Pine Hill Playgroup	Funding for providing playgroup activities for children aged 0-5 and their families in the community of southern Eureka.
ERV Community Foundation	Fortuna ERV Playgroup	Continuation of funding to support playgroup activities for children aged 0-5 and their families.
City of Fortuna	Fortuna Parks and Recreation Playgroup	Funding for providing playgroup activities for children aged 0-5 and their families.
Mattole Valley Resource Center	Honeydew Playgroup	Funding to support a playgroup for children aged 0-5 and their families in the Honeydew area. Operated with Petrolia Playgroup, not separately.
Westside Community Resource Center	Jefferson Playgroup	Continuation of funding to support a playgroup for children aged 0-5 and their families in Eureka.



County of Humboldt	Library Partnership	Continuation of a partnership with the Humboldt County Library to strengthen the library's existing system for children aged 0-5 and to build its capacity for serving isolated rural residents, families living in poverty, Latino and Native American populations.
Loleta Community Resource Center/St. Joseph Health Humboldt County	Loleta Playgroup	Continuation of funding to support a playgroup for children aged 0-5 and their families in Loleta.
Redwood Coast Montessori	Manila Playgroup	Funding for providing playgroup activities for children aged 0-5 and their families.
McKinleyville Community Services District	McKinleyville Playgroup	Continuation of funding to support a playgroup for children aged 0-5 and their families in McKinleyville.
NorCAN	NorCAN Conference	CLIF Grant funding to support the NorCAN Conference.
Orick School	Orick Playgroup	Continuation of funding to support a playgroup for children aged 0-5 and their families in Orick.
Mattole Valley Resource Center	Petrolia Playgroup	Funding to support a playgroup for children aged 0-5 and their families in the Honeydew area. Operated with Honeydew Playgroup, not separately.
Southern Humboldt Community Health Care District	Redway Playgroup and Shelter Cove Playgroup	Continuation of funding to support a playgroup for children aged 0-5 and their families.
Salmon Creek School	Salmon Creek School Playgroup	Funding for providing playgroup activities for children aged 0-5 and their families.
Two Feathers Native American Family Services	Skuy' soo hue-no-woh Playgroup	Funding for providing playgroup activities for children aged 0-5 and their families.
Food for People	Summer Lunch Program	Funding to support the summer lunch program through Food for People.
United Methodist Church of Arcata	Tiny Tots Playgroup	Continuation of funding to support a playgroup for children aged 0-5 and their families.
Redwood Community Action Agency (RCAA)	TOOTH Program	CLIF Grant funding to support the TOOTH program.

K'ima:w Health Center Open Door Community Health Clinics Redwoods Rural Health Center United Indian Health Services	Welcome Baby: Pathways to Resilience	Funding to provide nurse home visits to mothers after birth and support to pregnant and parenting mothers experiencing or at-risk of substance use disorder through health navigation services embedded in local health clinics.
St. Joseph Health Northern CA LLC	Willow Creek Playgroup	Continuation of funding to support a playgroup for children aged 0-5 and their families.
Wiyot Tribe	Wiyot Tribe Children and Families Grant	Funding to support families and children aged 0-5 in acknowledgement of First 5 work on ancestral land.
First 5 Humboldt	Evaluation	Evaluation of First 5 Humboldt funded programs.
First 5 Humboldt	IMPACT Grant	Funding to support quality improvement in early childhood settings.
First 5 Humboldt	Home Visiting Grant	Promotes the coordination and strengthening of local home visiting systems with a focus on 1) systems coordination and integration, 2) community-informed policies, practices, and resources that center families' lived experiences, and 3) identifying and addressing system inequities.
First 5 Humboldt Initiative	ACEs/Resilience Program	Funding to support community engagement activities and to increase navigator support to playgroups.
First 5 Humboldt Initiative	Child Care Supports & Training Program	Funding to support professional development, retain ECE professionals, and encourage entry into the field.
First 5 Humboldt Initiative	Parent & Family Support Programs Training & Support	Technical assistance to Parent & Family Support Programs; includes training, site visits, materials/equipment, and family friendly events.
First 5 Humboldt Initiative	Program Support Outside	Consultant services ensuring best practices in First 5 Humboldt funded programs.

# APPENDIX C: METHODS

## **Data Collection**

Data for the Local Evaluation Report July 2024 - June 2025 was collected through a variety of sources and instruments described below. As applicable, information on data collection implementation is included with the particular data source or instrument.

### **I. Reports**

First 5 Humboldt funded programs submit **Interim and Final progress reports** to First 5 Humboldt. The reports include information on program activities and unduplicated counts of the target population served during that time period. These reports are available for review at the First 5 Humboldt office.

### **II. Training and Workshop evaluations**

Training and workshops for professionals and for parents that are funded by First 5 Humboldt are evaluated by participants. In most cases, this is done using a retrospective pre/post format. Quantitative and qualitative data is collected and analyzed.

## **Data Analysis**

### **I. Data analyses completed include:**

- Frequency calculations
- Descriptive statistics
- Content analyses of quantitative data collected through surveys, reports, and data records

### **II. The following programs used for data analyses include:**

- Survey Monkey
- Microsoft Excel